

WMC

ORDER



Flight Dates 09/25/12-10/08/12

Contract / Revision 826016 /

Original Date / Revision
09/25/12 09/25/12

Advertiser Flinn, George

Agency Strategic Media Svcs

Buying Contact Whitney Eversole

3299 K Street NW
Suite 200
Washington, DC 20007

Primary Account Executive
Jim Quinn

Account Executive	Order%	Start Date	End Date
Jim Quinn	100%		

Product
FLINN FOR CONGRESS (R-TN) 273

Agency Com 15%

Billing Contact

3299 K Street NW
Suite 200
Washington, DC 20007

Sales Office T-PHI

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2730

Alt Order # 06338368

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL810

Priority P 4

Advertiser Ref

Order Share 33% Market Value 59015

Competing Station	% of Order	Amount
WBUY	%	0
WHBQ	19%	11212
WKNO	%	0
WLMT	1%	590
WMAV	%	0
WMCT	%	0
WMCw	%	0
WPTY	5%	2950
WPXX	%	0
WREG	42%	24786

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	19	\$6,906.25	\$8,125.00	0.00	08/27/12	09/30/12	19	\$6,906.25	\$8,125.00
October 2012	29	\$9,647.50	\$11,350.00	0.00	10/01/12	10/08/12	29	\$9,647.50	\$11,350.00
Totals	48	\$16,553.75	\$19,475.00	0.00					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WMC	09/26/12	09/28/12	Action News 5 @ 6a Action News 5 @ 6a	Comm	6-7a	--WTF--	:30	4	\$350.00	P 4	0.00	NM	4	\$1,400.00
1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					4	\$350.00		0.00			
E 2	WMC	10/01/12	10/05/12	Action News 5 @ 6a Action News 5 @ 6a	Comm	6-7a	MTWTF--	:30	5	\$350.00	P 4	0.00	NM	5	\$1,750.00
2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$350.00		0.00			
E 3	WMC	10/08/12	10/08/12	Action News 5 @ 6a Action News 5 @ 6a	Comm	6-7a	1-----	:30	1	\$350.00	P 4	0.00	NM	1	\$350.00

Contract / Revision **826016** Flight Dates **09/25/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:15:00

Advertiser **Flinn, George**Product **FLINN FOR CONGRESS (R-)** Estimate # **2730**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
3		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$350.00		0.00			
E 4	WMC	09/26/12	09/28/12	NBC Today Show	Comm	7-9a	--W-F--	:30	2	\$300.00	P 4	0.00	NM	2	\$600.00
				NBC Today Show											
4		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W-F--					2	\$300.00		0.00			
E 5	WMC	10/01/12	10/05/12	NBC Today Show	Comm	7-9a	MTWTF--	:30	5	\$250.00	P 4	0.00	NM	5	\$1,250.00
				NBC Today Show											
5		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$250.00		0.00			
E 6	WMC	10/08/12	10/08/12	NBC Today Show	Comm	7-9a	1-----	:30	1	\$250.00	P 4	0.00	NM	1	\$250.00
				NBC Today Show											
6		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$250.00		0.00			
E 7	WMC	09/30/12	09/30/12	Action News Sunday @ 8omm	SUN	8-9a	-----1	:30	1	\$200.00	P 3	0.00	NM	1	\$200.00
				Action News Sunday @ 8											
7		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1					1	\$200.00		0.00			
E 8	WMC	10/07/12	10/07/12	Action News Sunday @ 8omm	SUN	8-9a	-----1	:30	1	\$150.00	P 4	0.00	NM	1	\$150.00
				Action News Sunday @ 8											
8		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1					1	\$150.00		0.00			
E 9	WMC	09/25/12	09/28/12	Action News 5 @ 6p	Comm	M-F 6-630p	-TWTF--	:30	4	\$500.00	P 4	0.00	NM	4	\$2,000.00
				M-F Action News 5 @ 6p											
9		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					4	\$500.00		0.00			
E 10	WMC	10/01/12	10/05/12	Action News 5 @ 6p	Comm	M-F 6-630p	MTWTF--	:30	5	\$500.00	P 4	0.00	NM	5	\$2,500.00
				M-F Action News 5 @ 6p											
10		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$500.00		0.00			
E 11	WMC	10/08/12	10/08/12	Action News 5 @ 6p	Comm	M-F 6-630p	1-----	:30	1	\$500.00	P 4	0.00	NM	1	\$500.00
				M-F Action News 5 @ 6p											
11		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$500.00		0.00			
E 12	WMC	09/29/12	09/29/12	Sat Action News 5 @ 5p	Comm	SAT 5-530p	-----1-	:30	1	\$200.00	P 4	0.00	NM	1	\$200.00
				Sat Action News 5 @ 5p											
12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1-					1	\$200.00		0.00			
E 13	WMC	10/06/12	10/06/12	Sat Action News 5 @ 5p	Comm	SAT 5-530p	-----1-	:30	1	\$200.00	P 4	0.00	NM	1	\$200.00
				Sat Action News 5 @ 5p											
13		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-					1	\$200.00		0.00			

Contract / Revision **826016** Flight Dates **09/25/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:15:00

Advertiser **Flinn, George**Product **FLINN FOR CONGRESS (R-)** Estimate # **2730**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 14	WMC	09/29/12	10/06/12	Sat Action News 5 @ 6p	Comm	SAT 6-630p	-----1-	:30	1	\$200.00	P 4	0.00 NM	2	\$400.00
				Sat Action News 5 @ 6p										
14														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-----1-					1	\$200.00		0.00		
Week:		10/01/12	10/07/12	-----1-					1	\$200.00		0.00		
E 15	WMC	09/29/12	09/29/12	Wheel of Fortune	Comm	SAT 630-7p	-----1-	:30	1	\$225.00	P 4	0.00 NM	1	\$225.00
				SAT Wheel of Fortune										
15														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-----1-					1	\$225.00		0.00		
E 16	WMC	09/30/12	10/07/12	Sun Action News 5 @ 5p	Comm	SUN 5-530p	-----1	:30	1	\$200.00	P 4	0.00 NM	2	\$400.00
				Sun Action News 5 @ 5p										
16														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-----1					1	\$200.00		0.00		
Week:		10/01/12	10/07/12	-----1					1	\$200.00		0.00		
E 17	WMC	09/26/12	09/28/12	Late News M-F	Comm	M-F 10-1035p	--WTF--	:30	3	\$900.00	P 3	0.00 NM	3	\$2,700.00
				M-F Late News										
17														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	--WTF--					3	\$900.00		0.00		
E 18	WMC	10/01/12	10/05/12	Late News M-F	Comm	M-F 10-1035p	MTWTF--	:30	5	\$600.00	P 4	0.00 NM	5	\$3,000.00
				M-F Late News										
18														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	MTWTF--					5	\$600.00		0.00		
E 19	WMC	10/08/12	10/08/12	Late News M-F	Comm	M-F 10-1035p	1-----	:30	1	\$600.00	P 4	0.00 NM	1	\$600.00
				M-F Late News										
19														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	1-----					1	\$600.00		0.00		
E 20	WMC	09/29/12	09/29/12	Late News Sa	Comm	SAT 10-1030p	-----1-	:30	1	\$400.00	P 4	0.00 NM	1	\$400.00
				SAT Late News										
20														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-----1-					1	\$400.00		0.00		
E 21	WMC	10/06/12	10/06/12	Late News Sa	Comm	SAT 10-1030p	-----1-	:30	1	\$400.00	P 4	0.00 NM	1	\$400.00
				SAT Late News										
21														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----1-					1	\$400.00		0.00		
													Totals	48 \$19,475.00

REP HEADLINE# 6338368
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-7233
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
SEP25/12 10.48
*** WMC-TV ***

ADV # ADV. NAME POLI/G FLINN/R/CON/TN REP. # OFF. # SALESMAN #
AGY # AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME WHITNEY EVERSOLE

3299 K. STREET NW, SUITE 200

SALES PRSN PH- JIM QUINN

WASHINGTON, DC 20007

ORDER # 826016 CONTRACT # 6338368 CLASS: NATL. LOCAL REGIONAL

PRDCT FLINN FOR CONGRESS EST#2730 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT8/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP25/12 10.48

REP: NEW POLITICAL ORDER

ED: 9/25 - 10/8
TTL: \$19,475

PLS CNF
THANKS
ANGELA

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

GEORGE FLINN FOR CONGRESS 2012

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 2730

1 600A-700A 30 4 \$350.00 9/26 9/28 4 W-F 4

PROGRAM : NEWS

2 600A-700A 30 4 \$350.00 10/1 10/5 5 M-F 5

PROGRAM : NEWS

3 600A-700A 30 4 \$350.00 10/8 10/8 1 MON 1

PROGRAM : NEWS

9/25/12

REP: TEL# 610-293-4100 FAX# 610-225-7233
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
SEP25/12 10.48
*** WMC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A PROGRAM : NEWS	30	4	\$300.00	9/26	9/28	2		W, F	2
5			700A-900A PROGRAM : NEWS	30	4	\$250.00	10/1	10/5	5		M-F	5
6			700A-900A PROGRAM : NEWS	30	4	\$250.00	10/8	10/8	1		MON	1
7			800A-900A PROGRAM : NEWS	30	3	\$200.00	9/30	9/30	1		SUN	1
8			800A-900A PROGRAM : NEWS	30	4	\$150.00	10/7	10/7	1		SUN	1
9			600P-630P PROGRAM : NEWS	30	4	\$500.00	9/25	9/28	4		TU-F	4
10			600P-630P PROGRAM : NEWS	30	4	\$500.00	10/1	10/5	5		M-F	5
11			600P-630P PROGRAM : NEWS	30	4	\$500.00	10/8	10/8	1		MON	1
12			500P-530P PROGRAM : NEWS	30	4	\$200.00	9/29	9/29	1		SAT	1
13			500P-530P PROGRAM : NEWS	30	4	\$200.00	10/6	10/6	1		SAT	1
14			600P-630P PROGRAM : NEWS	30	4	\$200.00	9/29	10/6	1		SAT	2
15			630P-700P PROGRAM : WHEEL OF FORTUNE	30	4	\$225.00	9/29	9/29	1		SAT	1

REP HEADLINE# 6338368
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-7233
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP25/12 10.48
 *** WMC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
16			500P-530P	30	4	\$200.00	9/30	10/7	1		SUN	2
PROGRAM : NEWS												
17			1000P-1035P	30	3	\$900.00	9/26	9/28	3		W-F	3
PROGRAM : NEWS												
18			1000P-1035P	30	4	\$600.00	10/1	10/5	5		M-F	5
PROGRAM : NEWS												
19			1000P-1035P	30	4	\$600.00	10/8	10/8	1		MON	1
PROGRAM : NEWS												
20			1000P-1030P	30	4	\$400.00	9/29	9/29	1		SAT	1
PROGRAM : NEWS												
21			1000P-1030P	30	4	\$400.00	10/6	10/6	1		SAT	1
PROGRAM : NEWS												
SEP/12			\$8,125.00	OCT/12		11350.00						
CONTRACT TOTAL											19475.00	
TOTAL SPOTS											48	

MARKET TOTALS \$59,015 WMC 33% WHPQ 19% WRBG 42% WPTT 5% WINT 1% WPKX 0%
 SVC- NSI
 DEMOS- RA35+*

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, KEGAN BERAN

being/on behalf of: GEORGE FLINN, a legally

qualified candidate of the REPUBLICAN political

party for the office of: U.S. House of Representatives - Tennessee Congressional District 9

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Flinn for Congress - 1661 Aaron Brenner Dr. Ste 300. Memphis, TN 38120

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

JACK MICHAEL SAMMONS

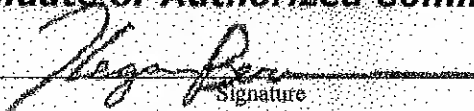
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/10/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, STRATEGIC MEDIA PLACEMENT

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

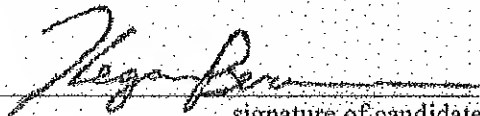
☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

KEGAN BERAN

printed name

9/10/12

date

STRATEGIC MEDIA PLACEMENT

PHONE: 740-201-5500

BROADCAST AND CABLE TV TRAFFIC INSTRUCTIONS

date 9/24/2012
to Traffic Department
contact Kegan Beran - Whitney Eversole - Greg Phelps
CLIENT RE: TN CD9 GEORGE FLINN

FLIGHT DATES: 9/25/2012 - TFN

Spot Name	Spot #	Spot Length	Rotation
Scrap Iron	TVGENFLIN1202	00:00:30	100%
Scrap Iron	TVGENFLIN1202H	00:00:30	100%

BROADCAST AND CABLE TV

TV STATION/CABLE SYSTEM	DMA
9100 COMCAST	Memphis, TN
9363 MILLINGTON	Memphis, TN
WHBQ	Memphis, TN
WLMT	Memphis, TN
WPTY	Memphis, TN
WREG	Memphis, TN